

# SASYNA Committee Report – July 2013

## Winnebago-Atwood Corridor Planning

Date of meeting: Thursday, July 2, 2013

Name of Committee: Winnebago-Atwood Corridor Planning Committee

Co-chairs : Bill White, Anne Walker, Brad Hinkfuss

Present: James Montgomery, Brad Hinkfuss, Lisa Jackson, Lou Host-Jablonski, Donna Magdalina, Larry Stephens, Catherine Stephens, Anne Walker, Tom Lynch, Tim Anderson, Bill White, John Steines

Committee Charge: The Winnebago-Atwood Corridor Planning Committee (Winn-At Corridor Committee) will actively engage the City of Madison staff, planning professionals and SASY residents to create a planning process that will help guide the street reconstruction projects scheduled to occur on Winnebago St, Atwood Ave and the adjacent streets from 2015-18.

Specific issue(s) to report to council:

There have been two meetings of the Winn-At Corridor Planning Committee since the last SASY Council meeting. The first was between some City Staff and the co-chairs, on 6/27/13. The second followed close on the heels of the first, on 7/2/13. The 7/2 meeting convened a larger group, which is taking shape to be the full and regular committee from this point forward. The preliminary focus is to define and organize the planning process as it will play out over the next 6 months.

Other than this introduction, this report will consist of the minutes from the 7/2 meeting:

### **Win Atwood Corridor Planning meeting - July 2nd at Mermaid Cafe**

Attendees: James Montgomery, Brad Hinkfuss, Lisa Jackson, Lou Host-Jablonski, Donna Magdalina, Larry Stephens, Catherine Stephens, Anne Walker, Tom Lynch, Tim Anderson, Bill White, John Steines

Brad Hinkfuss -- introduced the group to what this Committee is doing.

How can we make this Neighborhood better with Placemaking ?

Have proposed five Public Meetings - 6 Month Process. One meeting each month, each focusing on a specific node of the overall transportation corridor.

City Staff will be part of the Public Meetings:

Christy Bachman, Engineering  
Rebecca Cnare from PLanning  
Marsha Rummel, Alder  
Peggy Yessa – Economic Development

Five Points along the neighborhood, with a Sixth meeting wrap up.

**#1: July 10: Planning Meeting / and Introduction to the Process.**

**#2: August 14: Yahara River, and Kennedy Point Triangle/ Eastwood open space**

**#3: Sep 11 Schenk's Corners/Alchemy/Green owl triangle/Winnebago to Union Corners**

**#4: Oct 9: Monty's triangle, Dunning/Division/Ohio**

**#5: Nov 13: Atwood Ave., Dunning/Fair Oaks/Olbrich Gardens**

**#6: Dec. 11: Street Reconstruction and pedestrian/transportation/site amenities, a general tying it all together meeting**

Meetings taking place close to the specific location get Neighbor and Businesses engaged.

Corridor planning / bringing about a cohesive approach, as attendees will be coming up with many different ideas.

Let's propose a similar Format for each of them.

Format ?

Rebecca gives a 12-15 min talk about Placemaking.

Resources provided at meetings:

11 x 17 Placemat for every one - with close up of the space.

Image of the entire corridor that everyone will see.

Color Arial Photos of the Corridor -

At end of this process, we package all of the ideas - give to Engineering and Planning.

Need to factor in: take a close look at the Spaces, Challenges

Donna pointed out - State Street meetings worked in groups at the table.

John asked - Budget ? City will absorb some costs for printing materials for meeting.

Larry - what are the Themes you would like to see represented?

Lou - can we talk about Placemaking First, ahead of Traffic Engineering design decisions about streets?

After the 6 months of Meetings, we should have ideas. We can take those ideas and work on those from there.

We have City Staff committed to work with us for 6 months at neighborhood meetings.

Lou - we must have Images to work from and respond do. Also, need the ability to loop back to earlier discussions.

How about Two Places at one meeting? Brainstorm. Come back with ideas?

Two Places at a time - helps connection of Zones through the Corridor.

First Meeting - July 10th - the challenge of getting the word out. We would need to go to door. The date is too soon. People will not be able to schedule this.

Tim -- How to make this process as inclusive as possible - beyond the immediate neighbors. To think about this holistically -- what this means for the whole neighborhood.

We could also have a "brain dump" that addresses the entire corridor.

Larry -- consider the Six Step Design School - Stanford

1. Empathy -- emotional
2. Defining -- what are we trying to define or problem we are trying to solve
3. Ideation -- how to bring ideas together, the flow of ideas, make sure folks are heard."

Lou -- the first meeting could be about the Whole Corridor.

Tim - this is also about the small spaces, discoveries, and opportunities on the street.

#### Action step

Next meeting - July 10th is a Planning meeting. Let's try to have our ducks in a row before the July 10th meeting with City staff.

Tom's summary / agenda points:

- Rebecca's presentation
- Cover two places at meetings
- Talk about the whole corridor and design aspects
- Opportunity to circle back to earlier discussions.

Include Images, and Sketches to respond to (other things were mentioned as well). Tom suggests that he will consider fleshing this agenda out a bit more if Tim will agree to review it in advance of the 7/10 meeting.

#### Action step

Anne's suggestion to provide a Coffee Shop binder with Public Places / Placemaking resources and local points of interest.

#### Action step

Tim - J. LaGro Professor - ask about Images to provide for this process.

Larry: Use this phrase for marketing as a central goal: "If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and place".

#### Action step

Who can do some Sketches as this unfolds? Larry Stephens, artist, designer, and educator could possibly help. Tom also states that he may be able to help with some "very rough" sketches.